

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A computer-implemented method for implementing electronic commerce transactions via a data network, the method comprising:

identifying a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating that the item is prohibited from being purchased by the customer, the one or more predetermined criteria corresponding to at least one regulation which restricts sales of the regulated item to persons in a particular jurisdiction; and

taking action to prevent the purchase of the regulated item via the data network by the customer in accordance with the at least one regulation,

wherein the at least one regulation restricts sales of the regulated item during at least one specific day.

~~wherein said taking action comprises modifying a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are prohibited from being purchased by the customer based upon the predetermined criteria.~~

2. (original) The method of claim 1 wherein said taking action is automatically implemented at a server system configured to implement electronic commerce transactions between an on-line merchant and the customer.

3. (Cancelled).

4. (Currently Amended) The method of claim 1 ~~claim 3~~ wherein the at least one regulation restricts ~~regulations restrict~~ sales of the regulated item during specific time periods.

5. (Currently Amended) The method of claim 1 ~~claim 3~~ ~~wherein the regulations restrict sales of the regulated item during specific days~~ wherein said taking action comprises modifying a

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display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are prohibited from being purchased by the customer based upon the one or more predetermined criteria.

6. (Currently Amended) The method of claim 1 ~~claim 3~~ wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

7. (Currently Amended) The method of claim 1 wherein the one or more predetermined criteria correspond to one or more regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

8. (Currently Amended) The method of claim 1 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons under a minimum age.

9. (canceled)

10. (original) The method of claim 1 wherein said taking action comprises taking action to prevent the customer from adding the regulated item to an electronic shopping cart associated with the customer.

11. (original) The method of claim 1 wherein said taking action comprises taking action to prevent the customer from completing a checkout operation for the regulated item.

12. (original) The method of claim 1 wherein said taking action comprises removing the regulated item from an electronic shopping cart associated with the customer.

13. (Currently Amended) The method of claim 1 wherein said the one or more predetermined criteria includes at least one regulation code parameter for use in identifying items which are associated with a class of regulated products; and

wherein said regulated item has associated therewith a specific regulation code parameter.

14. (Currently Amended) The method of claim 1 wherein said the one or more predetermined criteria includes at least one condition parameter for use in identifying selected legal requirements which necessitate an invocation of at least one type of compliance action in order to comply with the selected legal requirements.

15. (Currently Amended) The method of claim 1 wherein said the one or more predetermined criteria includes at least one restriction parameter for use in identifying at least one type of compliance action to be performed in order to comply with legal regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

16. (Currently Amended) A computer-implemented method for implementing electronic commerce transactions via a data network, the method comprising:

identifying a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating that the item is prohibited from being purchased by the customer;

taking action to prevent the purchase of the regulated item via the data network by the customer;

wherein said taking action is automatically implemented at a server system configured to implement electronic commerce transactions between an on-line merchant and the customer; and

wherein said taking action comprises modifying a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are prohibited from being purchased by the customer based upon the one or more predetermined criteria.

17. (Currently Amended) The method of claim 16 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

18. (Currently Amended) The method of claim 17 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

19. (Currently Amended) The method of claim 17 wherein the one or more regulations restrict sales of the regulated item during specific days.

20. (original) The method of claim 17 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

21. (Currently Amended) The method of claim 16 wherein the one or more predetermined criteria correspond to one or more regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

22. (Currently Amended) The method of claim 16 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons under a minimum age.

23. (Currently Amended) A computer-implemented method for implementing electronic commerce transactions via a data network, the method comprising:

identifying a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating that the item is prohibited from being purchased by the customer;

taking action to prevent the purchase of the regulated item via the data network by the customer;

wherein said taking action is automatically implemented at a server system configured to implement electronic commerce transactions between an on-line merchant and the customer; and

wherein said taking action comprises taking action to prevent the customer from adding the regulated item to an electronic shopping cart associated with the customer; and

wherein said taking action comprises modifying a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are prohibited from being purchased by the customer based upon the one or more predetermined criteria.

24. (Currently Amended) The method of claim 23 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

25. (Currently Amended) The method of claim 24 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

26. (Currently Amended) The method of claim 24 wherein the one or more regulations restrict sales of the regulated item during specific days.

27. (original) The method of claim 24 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

28. (Currently Amended) The method of claim 23 wherein the one or more predetermined criteria correspond to one or more regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

29. (Currently Amended) The method of claim 23 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons under a minimum age.

30. (Currently Amended) A computer-implemented method for implementing electronic commerce transactions via a data network, the method comprising:

identifying a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating that the item is prohibited from being purchased by the customer;

taking action to prevent the purchase of the regulated item via the data network by the customer;

wherein said taking action is automatically implemented at a server system configured to implement electronic commerce transactions between an on-line merchant and the customer; and

wherein said taking action comprises taking action to prevent completion of a checkout operation for the regulated item;

wherein said taking action comprises modifying a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are prohibited from being purchased by the customer based upon the one or more predetermined criteria.

31. (Currently Amended) The method of claim 30 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

32. (Currently Amended) The method of claim 31 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

33. (Currently Amended) The method of claim 31 wherein the one or more regulations restrict sales of the regulated item during specific days.

34. (original) The method of claim 31 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

35. (Currently Amended) The method of claim 30 wherein the one or more predetermined criteria correspond to one or more regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

36. (Currently Amended) The method of claim 30 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons under a minimum age.

Claims 37-60 (Cancelled).

61. (Currently Amended) A system for implementing electronic commerce transactions via a data network, the system comprising:

at least one CPU;

memory; and

at least one interface configured or designed to provide an interface with at least one customer via the data network;

the system being configured or designed to identify a regulated item selected by a customer, the regulated item corresponding to an item which satisfies one or more predetermined criteria, the one or more predetermined criteria indicating that the item is prohibited from being purchased by the customer; and

the system being configured or designed to take action to prohibit purchase, via the data network, of the regulated item by the customer; and

the system being configured or designed to modify a display of items available for purchase by the customer, wherein the display modification includes restricting display of items

which are prohibited from being purchased by the customer based upon the one or more predetermined criteria.

62. (original) The system of claim 61 wherein said system further configured to implement on-line sales of products to the customer.

63. (Currently Amended) The system of claim 61 wherein the one or more predetermined criteria correspond to one or more regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

64. (Currently Amended) The system of claim 63 wherein the one or more regulations restrict sales of the regulated item during specific time periods.

65. (Currently Amended) The system of claim 63 wherein the one or more regulations restrict sales of the regulated item during specific days.

66. (original) The system of claim 63 wherein the regulated item corresponds to a class of regulated products selected from the group consisting of: alcohol products, tobacco products, and dairy products.

67. (Currently Amended) The system of claim 61 wherein the one or more predetermined criteria correspond to regulations which prohibit delivery of the regulated item to persons in a particular jurisdiction.

68. (Currently Amended) The system of claim 61 wherein the one or more predetermined criteria correspond to regulations which restrict sales of the regulated item to persons under a minimum age.

69. (Currently Amended) The system of claim 61 wherein the system is further configured or designed to modify a display of items available for purchase by the customer, wherein the display modification includes restricting display of items which are prohibited from being purchased by the customer based upon the one or more predetermined criteria.

70. (original) The system of claim 61 wherein the system is further configured or designed to take action to prevent the customer from adding the regulated item to an electronic shopping cart associated with the customer.

71. (original) The system of claim 61 wherein the system is further configured or designed to take action to prevent the customer from completing a checkout operation for the regulated item.

72. (Currently Amended) The method of claim 61 wherein the system is further configured or designed to remove the regulated item from an electronic shopping cart associated with the customer in response to a determination that the regulated item is not allowed to be purchased by the customer based upon the one or more predetermined criteria.

73. (Currently Amended) The system of claim 61 wherein the processor is configured to store into the memory said the one or more predetermined criteria, the one or more predetermined criteria including at least one regulation code parameter for use in identifying items which are associated with a class of regulated products; and

wherein the system is configured to associate a specific regulation code parameter with the regulated item.

74. (Currently Amended) The system of claim 61 wherein the processor is configured to store into the memory said the one or more predetermined criteria, the one or more predetermined criteria including at least one condition parameter for use in identifying selected legal requirements which necessitate an invocation of at least one type of compliance action in order to comply with the selected legal requirements.

75. (Currently Amended) The system of claim 61 wherein the processor is configured to store into the memory said the one or more predetermined criteria, the one or more predetermined criteria including at least one restriction parameter for use in identifying at least one type of compliance action to be performed in order to comply with legal regulations which restrict sales of the regulated item to persons in a particular jurisdiction.

76. (original) The system of claim 61 further comprising:

an inventory subsystem comprising memory, said inventory subsystem including an inventory database configured or designed to maintain inventory records of a plurality of items of merchandise;

a customer interface subsystem in communication with the inventory subsystem, said customer interface subsystem being configured or designed to store available inventory data from said inventory subsystem, and further being configured or designed to present selected item information relating to said inventory merchandise to at least one customer, said customer interface subsystem being further configured or designed to facilitate customer shopping transactions, and to store customer order information; and

an order fulfillment subsystem in communication with said inventory subsystem, said order fulfillment subsystem being configured or designed to receive said customer order information, said order information including at least one customer order for at least one item, said order fulfillment subsystem further being configured or designed to facilitate fulfillment of said customer order, wherein fulfillment of a customer order includes obtaining at least a portion of items relating to the order, and preparing the obtained items for shipment to the customer.

77. (original) The system of claim 76 further comprising a delivery subsystem in communication with said customer interface subsystem and said inventory subsystem, said delivery subsystem being configured or designed to receive items relating to at least one fulfilled customer order, said delivery subsystem further being configured or designed to facilitate delivery of said received items to said at least one customer.

78. (New) A computer-implemented method for facilitating online purchase of regulated products over a data network, said method comprising:

(a) providing an online store for products, at least a portion of the products being regulated products;

(b) enabling a customer to interact with the online store to create an online order for a plurality of the products;

(c) requesting the customer to set a delivery time for the online order;

(d) receiving a requested delivery time for the online order from the customer;

(e) determining whether the online order includes at least one regulated product;

(f) determining, when said determining (e) determines that the online order includes at least one regulated product, whether the requested delivery time is permitted based on at least one regulation associated with the at least one regulated product; and

(g) denying the requested delivery time when said determining (f) determines that the at least one regulated product is not permitted to be delivered at the requested delivery time.

79. (New) The method of claim 78, wherein the requested delivery time is associated with a day of week, and wherein the at least one regulation limits the sale of the at least one regulated product to only certain days of week.

80. (New) The method of claim 78, wherein said method further comprises:

(h) informing the customer that the requested delivery time is denied when said determining (f) determines that the at least one regulated product is not permitted to be delivered at the requested delivery time.

81. (New) The method of claim 78, wherein the at least one regulation depends on a location associated with the customer.

82. (New) The method of claim 81, wherein the at least one regulation is acquired from a data store associated with a server system that performs said method, and wherein the data store stores a plurality of regulations for a plurality of different locations.

83. (New) A computer-implemented method for facilitating online purchase of regulated products over a data network, said method comprising:

(a) providing an online store for products, at least a portion of the products being regulated products;

(b) enabling a customer to interact with the online store to create an online order for a plurality of the products;

(c) requesting the customer to set a delivery time for the online order;

(d) receiving a requested delivery time for the online order from the customer;

(e) determining whether the online order includes at least one regulated product;

(f) determining, when said determining (e) determines that the online order includes at least one regulated product, whether delivery of the online order at the requested delivery time is subject to at least one restriction based on at least one regulation associated with the at least one regulated product.

84. (New) The method of claim 83, wherein said method further comprises:

(g) informing, when said determining (f) determines that the at least one regulated product is subject to at least one restriction, the customer that delivery of the at least one regulated product is restricted.

85. (New) The method of claim 83, wherein said method further comprises:

(g) informing, when said determining (f) determines that the at least one regulated product is subject to at least one restriction, the customer that delivery of the online order, due to at least one regulated product, is subject to at the least one restriction.

86. (New) The method of claim 85, wherein the at least one restriction prohibits delivery of the at least one regulated product at the requested delivery time, and wherein following said informing (g), the customer can remove the at least one regulated product from the online order and continue with the requested delivery time or the customer can choose another requested delivery time.

87. (New) The method of claim 83, wherein the requested delivery time is associated with a day of week, and wherein the at least one regulation limits the sale of the at least one regulated product to only certain days of week.

88. (New) The method of claim 83, wherein the at least one restriction requires an appropriate recipient to be present to receive the delivery.

89. (New) The method of claim 83, wherein the at least one regulation depends on a location associated with the customer.

90. (New) The method of claim 89, wherein the at least one regulation is acquired from a data store associated with a server system that performs said method, and wherein the data store stores a plurality of regulation limitations for a plurality of different locations.